

Abstract

Diploma thesis „The beginning of the TV broadcasting in Czechoslovakia in the years 1953–1956 in reflections of the contemporary press“ aims at evaluating the reception of television as a new media by Czechoslovak authorities and public according to reports in the contemporary Czech press, out of which eight periodicals have been selected. In order to make the understanding of the contemporary context easier the thesis first summarises the development of media impact and presents the most important theories that were known until then. Further it depicts the development of the TV broadcasting from its beginning by the 1950s both in Czechoslovakia and abroad. It also explains the organisation and the legislative frame of the media control in Czechoslovakia after the communist upheaval in February 1948. Follow-up chapters first provide a short characteristics of the Czechoslovak television in each year and then present the selected periodicals and their themes that were most frequently mentioned in connection with the TV broadcasting. It also describes the interventions of the censorship authority, HSTD, both into the TV programm and to the printed news on TV.